

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|               |                                                                           |                   |                  |
|---------------|---------------------------------------------------------------------------|-------------------|------------------|
| Applicant(s): | Blum et al.                                                               | Confirmation No.: | 6633             |
| Appl. No.:    | 10/759,167                                                                | Art Unit:         | 2632             |
| Filed:        | January 20, 2004                                                          | Examiner:         | Mullen, Thomas J |
| Title:        | INTERACTIVE AND DYNAMIC ELECTRONIC<br>FLOOR ADVERTISING/MESSAGING DISPLAY |                   |                  |

Docket No.: 051681 / 315849 (formerly 13561 / 535)  
Customer No.: 00826

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT**  
**37 CFR § 1.115**

In response to the final Office Action dated **March 3, 2006**, please amend the above-identified application as follows as provided in this Preliminary Amendment filed with a Request for Continued Examination:

**Amendments to the Claims** are reflected in the listing of claims beginning on page **2** of this paper.

**Remarks** in Response to the Office Action begin on page **9** of this paper.